

TOWN OF Herndon VIRGINIA

Annual Report FY 2015 EXECUTIVE SUMMARY



herndon-va.gov

2035: A VISION FOR THE TOWN OF HERNDON

In the year 2035, Herndon is an innovative town where history and heritage are respected and where people and their involvement matter. Herndon's inclusiveness and sense of community foster empowerment in each resident. Its unique character and charm attract and nurture a wide variety of people and businesses. Herndon is the heart of an expanded community where arts and entertainment enrich the quality of life and bring people together. Our environmental stewardship assures Herndon's future as a healthy and sustainable town.



Message from the Town Manager

Dear Mayor Merkel, Members of the Herndon Town Council, and Citizens,



In the pages of this Executive Summary you will find highlights of the town's FY 2015, a year characterized by strategic planning, significant advancements toward realization of the Downtown Master Plan and long-envisioned infrastructure improvements, among many accomplishments.

In FY 2015, the Town Council adopted a new Vision for Herndon that focuses on five major tenets: Honoring People, Celebrating Community Spirit, Enriching Lives through Arts and Entertainment, Championing Business and Technology and Cultivating a Sustainable Environment. Goals and objectives were developed for each tenet, resulting in a strategic plan that establishes priorities, tasks and measurements for the town's management team and staff, now and into the future.

Progress toward vibrant, mixed-use development in our downtown in accordance with the Downtown Master Plan advanced significantly in FY 2015. In May 2015, the Town Council entered into a contract to purchase 1.67 acres of land from a private owner, resulting in 4.7 acres of contiguous, town-owned land available for redevelopment. We anticipate issuance of a request for proposals to the development community in the fall of this year. Meanwhile, construction in our downtown – and throughout Herndon – of new, single family housing options are indicative of the town's healthy economic environment.

Infrastructure projects that were long on the drawing board also saw significant progress in FY 2015. The Station Street improvement project, substantially completed this fiscal year, included undergrounding of utilities, the addition of curb and gutter as well as brick and concrete sidewalks, and more. The intersection at Herndon Parkway and Sterling Road, a major traffic congestion point, was widened to allow for more turn lanes. The project to improve traffic patterns at the intersection of Park and Monroe streets also got under way in FY 2015 and is expected to complete within a few months. The installation of new gateway signs at all entrances to the town and enhancements at Haley Smith Park were also completed.

Additional FY 2015 accomplishments detailed in this Executive Summary include planning for access to the future Metrorail station in Herndon as well as planning for improvements to East Elden Street, facilitated by the award of a \$10 million grant to the town from the Commonwealth. These advancements were achieved amidst a period of economic vitality for the town, with stronger-than-expected revenues generated largely from a robust environment for federal contractors resulting in a general fund balance surplus that supports our current and future capital projects.

I encourage you to review both this summary and the longer, more detailed version of the town's FY 2015 Annual Report; both documents are available for download on the town's website, www.herndon-va.gov. On behalf of the town's management team and staff, thank you for your continued support during FY 2015 as we continue to address the interests of our community.

Sincerely,

A handwritten signature in black ink that reads "Arthur A. Anselene". The signature is fluid and cursive, written in a professional style.

Arthur A. Anselene
Town Manager

Community Development

New projects moving through approval and public hearing processes in FY 2015 included Herndon Junction, a private development at the corner of Elden and Monroe streets; the project consists of a 3,000 square foot commercial building, a mixed-use building with commercial and residential uses, and fifteen townhouses. Review and public hearings were also held for the Shamin Hotel project, a new 248-room hotel located in the Sunset Business Park.

Multimodal connectivity remained a focus throughout FY 2015:

- The Town Council approved a resolution to encourage Fairfax County to study and fund a circular bus route system to move people to and from the future Herndon Metrorail Station, the town's residential neighborhoods and existing commercial hubs.
- Staff obtained an additional \$300,000 in Federal funds for the construction of bus bays along the Herndon Parkway near the future Metrorail Station. In FY 2015, the Town Council approved the contract to begin engineering design of the bus bays.



CELEBRATING COMMUNITY SPIRIT

New gateway signs were erected at all entrances into the town in FY 2015, with the departments of Community Development and Public Works collaborating on the fabrication and installation of the new signs.

- Staff secured a grant award of \$280,000 from the Commonwealth to help fund a project that will enhance Van Buren Street south of Spring Street for both pedestrian and bicycle traffic.
- Staff secured \$10 million in Commonwealth funding for long-planned improvements to East Elden Street, and an additional \$850,000 in state funding toward planned improvements at the intersection of Elden and Center streets.

Inter-jurisdictional cooperation in FY 2015 included advocating the town's interests in neighboring land use applications that will impact the town. Staff worked with Fairfax County on several initiatives regarding transportation, including the Herndon Metrorail Stations Access Management Study (HMSAMS), the purpose of which is to identify and prioritize bicycle and pedestrian facility projects to improve access to the future Herndon and Innovation Center Metrorail Stations.

In FY 2015, the town hosted the Northern Virginia Regional Housing Expo, an annual event that provides exhibits and workshops for potential homebuyers or renters. Staff also conducted two home maintenance workshops and participated in 16 neighborhood meetings. The town also continued its enforcement of zoning regulations, with 278 violations investigated and closed in FY 2015. Inoperable vehicles represented just under half of these violations.

CULTIVATING A SUSTAINABLE ENVIRONMENT

For the 26th year, the Town of Herndon was designated a "Tree City USA" by the Arbor Day Foundation.

CULTIVATING A SUSTAINABLE ENVIRONMENT

A new sustainability program planner was designated to ensure that both private development and town projects promote environmental best practices. Among the position objectives are encouragement of enduring and environmentally advanced designs from developers as well as public improvements resulting in a variety of transportation options for town residents.

Communications and Economic Development

In May 2015, the Town Council authorized a contract to purchase approximately 1.67 acres of land in Herndon's historic downtown. Combined with approximately three acres of land already owned by the town, the purchase clears the way for a comprehensive development project in the downtown, in accordance with the Downtown Master Plan adopted by the Town Council in 2011. Following due diligence, the town will purchase the land from Ashwell, LLC; the land will then be rezoned in conformity with the adjacent town owned property, which allows for mixed-use commercial and residential development. Completion of these processes will result in nearly five acres of town-owned land, available for private development.

CHAMPIONING BUSINESS AND TECHNOLOGY

In FY 2015, staff arranged for and participated in 44 meetings between the Mayor, town manager and town businesses. Discussions ranged from opinions on town services and programs to ways businesses could become involved in the community.

The first annual Mayor's New Business Breakfast was held in FY 2015, with more than 30 business representatives on hand to hear about town initiatives and programs. Staff also developed initiatives to welcome attendees at two major events in FY 2015, the World Police & Fire Games and the Korean American Games; event participants received "swag bags" filled with coupons from town businesses, and a "Patriotic Challenge" business decoration contest was held to welcome visitors to the town.



Current town-owned land lies within the yellow boundary; land proposed for purchase lies within the red boundary.

The town conducted a town-wide citizen opinion survey in FY 2015, the first comprehensive survey conducted since FY 2009. The survey found that an overwhelming 93.7 percent of citizens are satisfied with their quality of life living in the town. Services that ranked particularly well in the survey included customer service at the Herndon Community Center (99.4 percent satisfied); services and playing conditions at the Herndon Centennial Golf Course (99.3 percent satisfied); the variety of town activities (97.6 percent satisfied); town services overall (97.3 percent satisfied); the condition of town parks (97.3 percent satisfied); customer service at the Herndon Municipal Center (96.1 percent satisfied); the town's overall

appearance (95.5 percent satisfied); information provided by the town about services and events (95.4 percent satisfied); programs and services at the community center (95 percent satisfied); and activities at the Herndon Festival (95 percent satisfied).



www.DineONHerndon.com, the website promoting the town's restaurants, was marketed through a campaign with CBS Interactive, generating thousands of visits to the site and sparking interest in Herndon as a dining destination.



First Annual Mayor's New Business Breakfast

Public Works and Capital Improvement Projects

Timely snow removal after several winter storms, beautification efforts throughout the town's streets and public spaces and the myriad seasonal services such as leaf collection, spring and fall clean-ups, special event preparation/clean-up and more were a significant focus for the Department of Public Works in FY 2015. Additionally, numerous key projects were designed, constructed and/or came to conclusion in FY 2015, including:

- Construction on the improvements at the intersection of Park and Monroe streets got under way. The intersection is being reconfigured, which will improve vehicular and pedestrian safety.
- Station Street between Park Avenue and Pine Street underwent a significant upgrade that included installation of waterline; undergrounding of utilities; storm sewer improvements; installation of curb and gutter, brick and concrete sidewalks, handicap ramps, crosswalks and tree grates; re-grading; and repaving. The project, which was substantially completed in FY 2015, has contributed to traffic calming and pedestrian safety.



Station Street Ribbon Cutting

CELEBRATING COMMUNITY SPIRIT

Public Works staff provided set-up and clean-up services at 61 events in FY 2015, including Friday Night Live!, the Farmers' Market and the Herndon Festival.

- Improvements at the intersection of Herndon Parkway and Sterling Road were completed in FY 2015, providing dual left turn lanes from northbound Herndon Parkway and an exclusive right turn lane from southbound Herndon Parkway onto westbound Sterling Road. Extension of the existing sidewalk on the north side of Sterling Road to Rock Hill Road is currently in design.
- The town began implementation of an automated meter reading system in FY 2015. Under the program, all meters in the town will be replaced with digital, radio-enabled meters that collect data to be used for billing. The new system will increase accuracy, while significantly reducing staff time associated with meter reading. The system installation is expected to be completed within 12 to 18 months.



- W&OD Trail crossings improvements were completed at intersections with Crestview Drive, Ferndale Avenue, Grace Street and Van Buren Street. Pedestrian and cyclist safety were improved through construction of crossing refuge islands at Crestview Drive and Van Buren Street, extension of sidewalks at Ferndale Avenue, and sight distance and signage improvements at Grace Street.
- Haley Smith Park enjoyed a make-over in FY 2015. A large new playground apparatus was installed and staff completely rehabbed the sand volleyball court, replacing the ground barrier and installing fresh sand. A permanent restroom and storage facility were also installed.



CULTIVATING A SUSTAINABLE ENVIRONMENT

In FY 2015, crews from the Department of Public Works collected 5,521 tons of household refuse, 729 tons of brush and yard waste, 1,631 tons of single stream recycling and 36 tons of metal.

Recreation

The Parks and Recreation Department provided patrons a full array of admission options in FY 2015, with more than 64,000 people visiting the Herndon Community Center with passes or via daily admission fees. Center improvements in FY 2015 included the purchase of three new elliptical machines for the fitness room, part of an effort to gradually upgrade and replace aging equipment; a phased plan to replace the remaining cardio equipment was proposed and adopted in the FY 2016 budget. In response to user demand for more family changing areas, two stand-alone restrooms were converted to family changing rooms. The department continued its celebration of the center's 35th birthday in FY 2015 with admission specials, celebratory events and giveaways.



The first phase of the W&OD trail lighting project, which will ultimately light the two mile section of the trail in Herndon, went live from Van Buren Street to Ferndale Avenue in FY 2015. A \$200,000 grant received from the Department of Conservation and Recreation helped fund this project.

The department was recognized with an award from the Virginia Recreation and Park Society for a corporate partnership with Virginia Paving Company that included the collaboration with Public Works staff to install several accessible paths to recreation amenities in the town's parks.

In FY 2015, Herndon Centennial Golf Course continued to operate as a successful enterprise and helped establish the town as a desirable destination throughout the region. The golf course hosted 30,368 rounds

ENRICHING LIVES THROUGH ARTS AND ENTERTAINMENT

Attendance figures at town events were high in FY 2015:

- Herndon Festival – 83,000
- July 4th – 7,000
- Labor Day Festival – 1,290
- Farmers' Market Fun Days – 1,150
- Holiday Arts and Crafts Show – 1,047
- Bike to Work Day – 428

of golf, 92 percent of which were played by non-residents. Despite experiencing almost 70 days of closure due to inclement weather, the course generated \$1,369,584 in operating revenue during the fiscal year.



CULTIVATING A SUSTAINABLE ENVIRONMENT

In FY 2015, Herndon Centennial Golf Course retained its designation as a "Certified Audubon Cooperative Sanctuary." The Audubon International program is designed to help staff plan, organize, implement and document a comprehensive environmental management program in areas such as environmental planning, wildlife and habitat management, chemical use reduction and water conservation.

Photo courtesy of Maude Grace Bertovich



Special events produced by the department attracted notable turnout in FY 2015, with 83,000 attendees at the 35th Herndon Festival, 5,500 attendees at the 4th of July celebration and more than 1,500 attending the Labor Day Festival. New programs offered in FY 2015 included the HerDog Bark Bash, Halfway to St. Paddy's Day celebration, Kids Tri clinic, Canoe Ride with Santa, and Jujitsu. A new footrace, the Ice Breaker 5K, was held in March 2015; true to its name, the original date had to be postponed due to snow on the trail.

Public Safety

The Herndon Police Department maintained police visibility in FY 2015 through foot, bike and vehicle patrol; attendance at community events and neighborhood meetings; and partnerships with volunteers, task forces and citizens in support of prevention and enforcement efforts.



Specific achievements in FY 2015 included the following:

- The department was awarded first place in the Virginia Law Enforcement Challenge, an annual competition sponsored by the Virginia Association of Chiefs of Police, for its commitment to addressing impaired driving, speeding, aggressive driving, and seat belt and passenger safety. The department also earned a “Click It or Ticket” seat belt use award.
- The department continued aggressive enforcement of DUIs, with 121 arrests in FY 2015. The department was presented with a Distinguished Partner Award by the United Prevention Coalition of Fairfax County for its efforts to reduce drunk driving, and two officers were recognized by Mothers Against Drunk Driving (MADD) for their enforcement efforts.



Herndon Youth Police Academy

HONORING PEOPLE

In FY 2015, Herndon police officers attended 65 community and business meetings, participated in neighborhood and community events, and promoted special crime prevention programs in an effort to listen to citizen concerns and build community partnerships.

- The department continued its participation in specialized task forces to investigate gang crime, drug and vice activity as well as internet-based crimes.
- Community partnerships were strengthened through neighborhood meetings, citizen reports and crime prevention activities.
- At no cost to the town, the department worked with Fairfax County to exchange 80 portable radios for newer models that offer upgraded technology, enhanced interoperability and encryption capabilities.
- The department participated in the Crisis Intervention Training Program, a regional program through the Fairfax County Criminal Justice Academy that certifies sworn officers in crisis intervention response. This training aims to uniformly improve the effectiveness and safety of dealing with people experiencing emotional problems.
- The department benefitted from witness information and assistance in a high profile investigation of recurring attacks on the W&OD Trail. A victim's report of seeing the suspect and contacting the Herndon Police led to a successful arrest.



HONORING PEOPLE

In FY 2015, officers conducted approximately 1,015 hours of foot patrol and 184 hours of bicycle patrol in an effort to deter crime through increased police/citizen interaction.

Human Resources

After 25 years of service, Linda Simmons, the Human Resources (HR) department's director, retired. Tanya Kendrick joined the town's management team as HR director in FY 2015.

The number of employees retiring from the town's workforce in FY 2015 more than doubled when compared to FY 2014, a trend that is forecasted to continue. As a result, staff is spending more time recruiting for qualified employees; 26 regular status employees were hired to fill vacancies in FY 2015, as compared to 18 in FY 2014.

The town's "Count ON Us" customer service initiative continued to grow in FY 2015, with an increase in nominations from both internal and external customers for employees who provided exceptional service. Jimmy Linton, a utility work crew supervisor, was recognized at the town's annual employee recognition and holiday luncheon as the individual who most exemplified "Count ON Us" service standards in 2014. Michelle Flores, administrative assistant

to the town manager, received the Outstanding Performance Award in 2014.

The town's educational assistance program was improved in FY 2015 to address changes in educational models and tuition rates and to encourage employees to enhance their skills and abilities. As a result, the town has seen increased participation in employee educational pursuits.

FY 2015 was the sixth consecutive year the town satisfied 100 percent of the Virginia Municipal League's (VML) risk



Swearing-in of Tanya Kendrick, the town's new director of Human Resources

management guidelines; accordingly, the town may be eligible to receive a five percent premium credit on liability insurance. VML recognized a member of the town's HR staff with its individual achievement award for her excellent efforts in risk management.

HONORING PEOPLE

The town's "Count ON Us" customer service initiative continued to be a priority in FY 2015, with boxes on display at all points-of-service throughout town buildings, enabling those who interact with the town to provide feedback on their service experiences.

Finance



Government Finance Officers Association of the United States and Canada (GFOA) for its excellence in financial reporting. Additionally, the town's FY 2015 Budget was awarded the GFOA Distinguished Budget Presentation Award for the 24th consecutive year.

For the 40th consecutive year, the town's annual financial audit and comprehensive annual financial report (CAFR) for FY 2014 was recognized by the

During FY 2015, the town issued general obligation refunding bonds in the amount of \$5.221 million. With municipal bond interest rates at historical lows, the town had the opportunity to save on substantial interest costs over the callable portions of three of its outstanding issues: 2005 and 2006 general obligation bonds and a 2009 public improvement note. The 2014 refunding bond issue was sold in October 2014 and has a twelve-year life and a true interest cost of 2.10 percent. As a result of the bond refunding, cumulative future debt service savings, net of issuance costs, was approximately \$437,000.

Conversion of the town's financial and human resources software application suites began in earnest in FY 2015, with numerous on-site and webinar training sessions with the town's new vendor, Tyler Technology's Munis government ERP solution. These sessions focused on developing the new chart of accounts and brainstorming desired attributes for the town's purchasing, fixed assets, contracts management, accounts payable and cash management and inventory modules.

Chestnut Grove Cemetery

In addition to its annual Memorial Day Observance and the Avenue of Flags, in FY 2015 Chestnut Grove Cemetery participated with the Herndon Woman's Club in the first annual Wreaths Across America ceremony. Volunteers, patrons and staff gathered to honor veterans. This nationwide event occurs in December with a

mission to "Remember, Honor, Teach," by emphasizing the importance of remembering the nation's fallen heroes, honoring those who serve, and teaching young people about the sacrifices made by veterans and their families.



Wreaths Across America

Town Attorney

The town's longtime attorney Richard B. Kaufman retired in FY 2015 after a distinguished career in public service. Lesa J. Yeatts joined the town's staff as town attorney, coming from the City of Hampton, Virginia, where she served as senior deputy city attorney.

The Town Attorney's Office monitored the 2015 General Assembly actions and prepared the town's 2015 Legislative

Report, to include bills initiating laws to allow for a fee for support of the electronic summons program and to allow an agreement with Fairfax County for motor vehicle decal collections. The office maintained the currency of the town code and prepared new legislation as required to support the goals of the town.



Swearing-in of Lesa Yeatts, town attorney

Town Clerk

In FY 2015, the Town Council approved templates to streamline the production of meeting minutes. The new templates summarize actions and approved minutes and are posted online on the "meetings webcast" page of the town's website.



The Herndon Town Council recognizes Pablo Hollstein, the town's rehabilitation specialist, upon his retirement in FY 2015.